

**Cu**

Copper Alliance

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# IEA DSM University

Communication plan



# Who needs what?

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- **Policy makers** → concise messages on benefits, costs and barriers
  - **Utility company decision makers** → lessons learned and best practices on methodology, planning and governance
  - **DSM program manager** → more hands-on information
  - **Researchers** → quick access to in-depth information related to their work
  - **Potential partners** → what is DSM university and how to become a partner?

**Main challenge:** distill clear messages and disseminate them in a proper way

# Plan in 5 steps

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- 1) **Create webspace**
  - 2) **Fill website library**
  - 3) **Promote website**
  - 4) **Disseminate key messages on blogs & social media**
  - 5) **Summarize blog content in yearly overviews**

# Step 1: create a webspace



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Dedicated area, area on IEA DSM, area on Leonardo ENERGY

The top menu could look like this:

DSM University				
Blog	Library	Mission	Partners	Contact

Mission, partners, and contact pages = permanent content

Blog and library = developed in next steps

**Think about centralised versus decentralised content & syndication**

## Step 2: fill website library

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**Provide every paper with a series of tags and a clear summary**

**For later use: distil key messages out of the papers targeting**

- Policy makers
- Utility company decision makers
- DSM programme responsables

**Develop webcasts, i.e. short briefs of 5-10 minutes introducing reports**

**Fill the website library with summary, webcast and pdf of paper**

**Importance of defining a clear taxonomy (& glossary)**

# Webcasting platform (1/3) - capture

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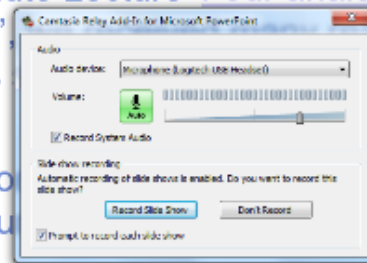


Minute Lectures

## Analogies to explain reactive power (part 2)

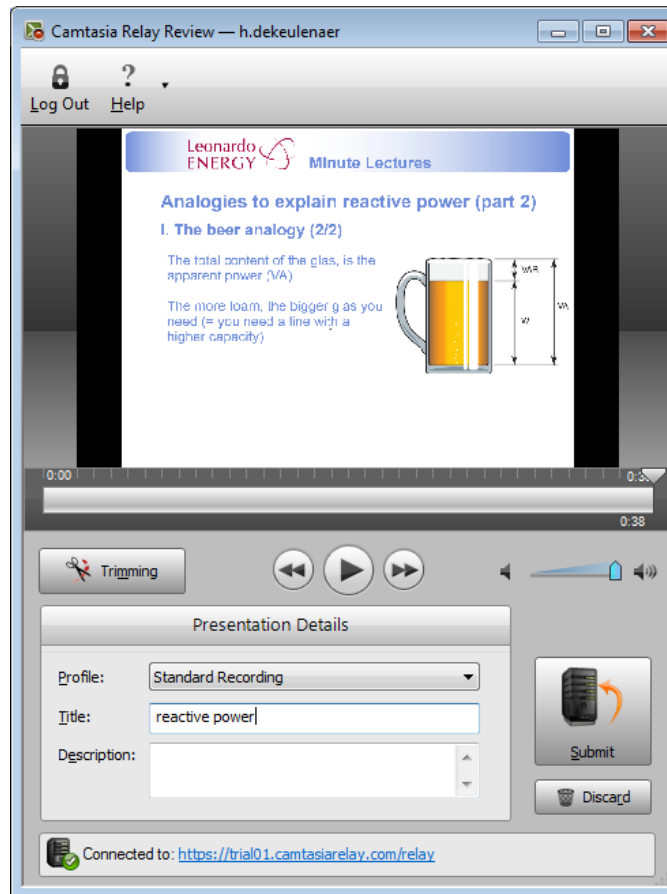
Following the Minute Lecture 'Four analogies to explain reactive power', several writers have provided their own analogies.

This inspired us for this minute lecture, with four analogies.



When explaining reactive power to lay persons, you can pick any analogy of your choice, according to your target audience.

# Webcasting platform (2/3) - publish



| Presentation title and date

# Webcasting platform (3/3) - deploy





Firefox

Course: Test course

www.leonardo-academy.org/course/view.php?id=21#section-1

Most Visited Getting Started Latest Headlines Webmaster Tools - Ho... Scoop.it! Share on LinkedIn Add to Listly Bookmarks

Diigo- Bookmark Highlight Capture Send Read Later Unread Recent recycling waste Action

Stumble! All I like it! Share List Info Likes Connections Tools

**Test course** You are logged in as Hans De Keulenaer (Logout)

Home Courses Administration CF101 Turn editing off

**Navigation**

**Settings**

- Course administration
  - Turn editing off
  - Edit settings
  - Users
  - Filters
  - Grades
  - Backup
  - Restore
  - Import
  - Publish
  - Reset
  - Question bank
  - Repositories
  - Legacy course files
- Switch role to...
- My profile settings
- Site administration

Search

**Search forums**

Go

Advanced search

**Topic outline**

- News forum
  - Add a resource...
  - Add an activity...
- 1
  - Lesson 1
  - Lesson 2
  - Add a resource...
  - Add an activity...
- 2
  - Add a resource...
  - Add an activity...
- 3
  - Add a resource...
  - Add an activity...
- 4
  - Add a resource...
  - Add an activity...
- 5
  - Add a resource...
  - Add an activity...
- 6
  - Add a resource...
  - Add an activity...

**Latest news**

Add a new topic...  
(No news has been posted yet)

**Upcoming events**

There are no upcoming events  
Go to calendar...  
New event...

**Recent activity**

Activity since Wednesday, 24 April 2013, 04:37 PM  
Full report of recent activity...

**Course updates:**

Deleted Forum

Deleted Forum

Added URL: Lesson 1

Added URL: Lesson 2

**Social activities**

News forum

Add a resource...

Add an activity...

| Presentation title and date

# Step 2: fill the website library



The library could look like this:

DSM University				
Blog	Library	Mission	Partners	Contact
	Theme			
	Term			
	Term			
	Term			
	Theme			
	Term			
	Term			
	Term			
	...			
	...			
	Page 1 2 3 4 5			

# Step 3: promote website

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## Make website widely known

### For example:

- Email marketing
- Social media
- Presentations on the initiative at various events based on 'sales kit'
  - 'Ambassador' concept

## Step 4: disseminate key messages in blog

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Create a **blog** on the homepage of the website

Create **blog articles or webcasts out of the key messages** written in step 2

These can be posted on the blog with **regular frequency**

**Stimulate debate** around these key messages

# Step 5: summarize blog content in yearly overviews

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Distill a **yearly report out of the blog**, including the discussions

Alternative: produce **thematic anthologies**

# Calendar of actions



Action	1m	2m	3m	4m	5m	...	11m	12m	13m	...	22m	23m	24m
Presentation for potential partners	Yellow												
Website DSM Uni	Yellow	Yellow											
Fill website Library			Yellow	Yellow	Yellow	Yellow	Yellow						
Internet promotion				Yellow									
Blog <i>Policy Makers</i>				Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Blog <i>Utility Companies</i>				Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Blog <i>DSM Project managers</i>				Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Yearly report <i>Policy Makers</i>								Yellow	Yellow			Yellow	Yellow
Yearly report <i>Utility Companies</i>								Yellow	Yellow			Yellow	Yellow
Yearly report <i>DSM Project Managers</i>								Yellow	Yellow			Yellow	Yellow

# Estimated effort



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**1) Website** to be defined

**2) Derivative content**

- 1 day / report for key messages \* 50 ~50 days
- 2 hours / webcast \* 50-100 20 days
- 2 hours / blog article \* 50-100 20 days
- Moderation effort 1 d/month \*24 24 days

**3) Marketing and communications** 2 d/month \*24 48 days

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# Thank you

For more information please contact  
[hans.dekeulenaer@copperalliance.org](mailto:hans.dekeulenaer@copperalliance.org)